



***Follow me to be Healthy with Europe* campaign set to put Paris Manga & Sci-Fi Show visitors to the test with the **#400gChallenge**, aiming to improve millennials dietary habits**

PARIS, France, 4 October 2019 – The *Follow me to be Healthy with Europe* campaign team will be present at the [Paris Manga & Sci-Fi Show](#) (5-6 October), where they will be challenging visitors to take on the #400gChallenge.

The campaign stand promises to test attendees' knowledge of how to obtain the 'strengths and skills' of their favourite fictitious heroes via a range of interactive activities and challenges. Beyond a chance to meet with some of their favourite influencers, stand visitors will be able to win fruit and vegetable hampers to help them take on the 400g Challenge then and there. A dietician will also be on hand to answer any questions about the health and nutritional benefits fruit and vegetables can bring to a balanced diet.

The World Health Organization (WHO) estimates that by 2030, more than 50% of the European population will suffer from obesity. To combat this, it recommends individuals to consume a minimum of 400g of fruit and vegetables per day. Currently, EU citizens are falling well below this consumption rate – with only 14% meeting the recommendation. The 400g Challenge, headed up by [Freshfel](#) and [Aprifel](#), is a proactive response to the growing challenge of the general health of Europeans today and in the future.

Launched in July 2019 and running until the end of 2021, the part EU-funded digital campaign '[Follow me to be Healthy with Europe](#)' aims to increase overall awareness of the role that a healthy diet can play towards maintaining a healthy lifestyle, to ultimately improve millennials' dietary habits. Specifically, how the consumption of a minimum of 400g of fruit and vegetables can contribute to this in a convenient, tasty way.

The campaign is widely present on social media channels (YouTube, Instagram, Twitter and Facebook) and has been supported by a wide range of European lifestyle influencers, who are taking on the 400g Challenge. Following the channels and hashtag #400gChallenge, will provide regular exposure to an array of informative and useful content to increase knowledge of the healthy benefits of fruit and vegetables. This includes following a young couple, a young professional, a student, and well-known other influencers on their personal journey towards achieving the 400g Challenge. From studying for exams, to throwing a party, to raising a child - along the way these challengers will be sharing monthly tips and tricks on how easy it is to integrate fruit and vegetables into daily diets, no matter the stage in life.

The Follow me to be Healthy with Europe campaign can be found at stand n°1 at Paris Manga & Sci-Fi Show.

About the “*Follow me to be Healthy European information campaign*” :
Did you know that 18-30-year-old Europeans do not eat enough fruit and vegetables? ‘*Follow me to be Healthy with Europe*’ is a digital-first joint EU-funded campaign that, over the course of the next three years, aims to increase consumption of fruit and vegetables to 400g minimum per day, amongst this specific demographic.

With this campaign, Freshfel, and Aprifel also wish to raise awareness of the health benefits of eating fruit and vegetables and how they contribute to a healthy balanced lifestyle. To help young people achieve this objective, we'll show them how easy it is to fit at least 400g of fruit and vegetables into their daily routine. Are you up to the **#400gChallenge** ?

Contact :

- Twitter : [@400gChallengeEU](https://twitter.com/400gChallengeEU) & [@400gChallengeFR](https://twitter.com/400gChallengeFR)
- Instagram : [@400gChallenge](https://www.instagram.com/400gChallenge)
- Facebook : [Follow me to be healthy](#) & [Suis moi pour être en forme](#)
- YouTube : [400gChallenge](https://www.youtube.com/400gChallenge)
- Website : www.400gchallenge.eu

For more information on the campaign please contact :

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